



Front Country Trails Multi-Jurisdictional Task Force

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AGENDA DATE: December 7, 2011

TO: Front Country Trails Multi-Jurisdictional Task Force

FROM: Jill Zachary, Assistant Parks and Recreation Director
Amanda Burgess, Park Project Technician
Kerry Kellogg, Wilderness and Trails Manager
Claude Garciacelay, County Park Planner

SUBJECT: Trail Count and Survey Project

RECOMMENDATION: That the FCT Multi-Jurisdictional Task Force receive a presentation and discuss the findings of the April 2011 Trail Count and Survey Project.

DISCUSSION:

The Santa Barbara Front Country Trail Management Recommendations include the recommendation for trail user surveys, a broad category that includes several different types of information collection. Trail survey information would assist in the development of long-term management strategies, help prioritize trail maintenance, inform outreach and education efforts, and provide information for the development of trail guidelines.

At the March 2, 2011 meeting, the Task Force concurred with the Staff recommendation to implement a manual trail count project in April 2011. Although it would only serve as a snap shot of trail use and users for one period of time, the data would provide preliminary information. If it was successful, an annual trail count could be used to track some trends over time. Annual trail counts are popular methods for determining trail use in communities around the country.

The trail count, which occurred on three trails (Tunnel, Rattlesnake, and Cold Spring) on two different days (April 9 and 11), was completed successfully. Trail surveys were conducted as part of the count. The attached report presents the data and provides recommendations.

ATTACHMENT: April 2011 Trail Survey Report

Santa Barbara Front Country Trails (FCT) Program

Baseline Study on Trail Use for Three Santa Barbara Front Country Trails:

Cold Spring, Rattlesnake and Tunnel

April 2011 Trail Survey Report

Executive Summary

On Wed. April 6 and Sat. April 9, 2011, preliminary baseline data was collected along three front country trails to gather information on trail users, their activity while on the trail, and their experience. Cold Spring, Rattlesnake and Tunnel trail were selected as the three study area sites.

Within the three study areas, field staff were stationed at trailheads to conduct visitor counts and visitor surveys. A total of 1519 people were counted and 758 questionnaires received on all trails for both survey days.

Results of the study suggest that the front country trails see consistent use by hundreds of visitors every week, primarily by Santa Barbara City and County residents. While most visitors (96%) are using the trail for hiking or other footed activities, others are using the trails for mountain biking, horseback riding, and to access rock climbing and swimming holes. A significant percent (approximately 14%) of trail users have a canine companion. Survey respondents overwhelmingly selected "trail feature" such as a waterfall or water feature, as the primary destination. Nearly half of the surveyed population use the front country trails at a frequency of weekly or greater. When rating their trail experience the day of the survey, 96% responded that it was excellent or slightly less. When rating their experience in general in the front country trails, 83% responded it is excellent or near excellent (the difference in the experience response rate is partially due to first timers having no other experience in the front country trails and leaving this answer blank). There did not appear to be any difference in gender amongst trail visitors. The age range of visitors is broad (18-64+) with a slightly greater percentage of younger aged visitors at Cold Spring and Tunnel trail.

This study is the first of its kind in recent years and represents a snapshot in time. Additional data needs are necessary should another study be conducted. Suggestions include:

1. Expanding the trail count and survey to other front country trails;
2. Defining the trails and major destination points;
3. Expanding the study times of day and times of year;
4. Noting the length of time the visitors were on the trail;
5. Noting the number of people taking the survey and time;
6. How they heard about the trail; and
7. If they are familiar with any trail organizations.

The baseline data included here, and any future data collected, may help to assist the Forest Service, County and City, as well as the Front Country Trails Task Force and trails stakeholders in long-term trail use, maintenance, and management discussions, as well as be referenced for public education programs. The following list includes a few ways in which this information may be of use:

- Helping direct marketing and PR of public education programs;

- Prioritizing trail maintenance and resource protection;
- Facilitating discussions in public meetings with various trail users and interest groups; and
- Addressing trail management options.

Introduction

On Wed. April 6 and Sat. April 9, 2011 a front country trails count and questionnaire was administered at three local trails: Cold Spring, Rattlesnake and Tunnel. The survey was conducted by the Front Country Trails Program in an effort to gather preliminary baseline data on trail use and trail users experiences as well as provide information for trail management discussion.

Methodology

Within the three study areas, field staff were stationed at trailheads to conduct visitor counts and visitor surveys. Trailheads represent locations where visitors enter the study area. Staff counted the number of trail users as they entered the trail manually on pre-formatted charts from 7A.M. to 5 P.M on both survey days. Additionally, questionnaires were handed out, completed and returned onsite by willing participants as they exited the trail (Figure A., *Front Country Trails Questionnaire*).

Results

Trail Count

A total of 1519 people were counted on all trails for both survey days. Of those, 40% were counted at Cold Spring trail, 40% at Tunnel trail and 20% at Rattlesnake trail. Table 1. *April Trail Count*, shows the total number of people counted per trail per survey day, as well as their activity on the trail for that day.

Table 1. *April Trail Count*

	Cold Spring		Rattlesnake		Tunnel		Totals	Percent
	Wed.	Sat.	Wed.	Sat.	Wed.	Sat.		
Hikers	165	396	58	233	150	412	1414	93%
Runners	15	9	3	5	11	2	45	3%
Bicyclists	3	20	0	0	9	26	58	4%
Equestrians	0	0	2	0	0	0	2	<1%
Total	183	425	63	238	170	440	1519	100%

Ninety-three percent (93%) of trail users were hiking, 3% were running, 4% on bike and less than 1% on horseback. Two-hundred and nine (209) dogs were counted during the study. Assuming there was one dog per person, then approximately 14% of the total number of visitors on foot (1459) had a dog.

The times at which patrons entered the trail was marked so as to determine peak traffic times on the trail. Trail user traffic times are shown in Figures 1a, b, and c and 2a, b, and c below. Results for peak trail use can be seen on the graph and are summarized here:

Wednesday

- Cold Spring trail maintained steady traffic from 7 A.M. to 5 P.M. with a spike from 12-1 P.M.;
- Rattlesnake trail maintained steady traffic from 9 A.M. - 1 P.M. and again from 2-4 P.M.; and
- Tunnel trail peak traffic times were from 9 A.M. – 2 P.M. and a spike from 4-5 P.M.

Saturday

- Cold Spring trail had two main peaks, 10-11 A.M. and 12-3 P.M.;
- Rattlesnake trail maintained steady traffic from 8 A.M. – 3 P.M. with two peaks, 11 A.M. - 12 P.M. and 2-3 P.M.;
- Tunnel trail maintained steady traffic from 9 A.M. – 4 P.M. with a peak from 11 A.M. – 12 P.M.

Figure 1a. Cold Spring Trail Wednesday April 6, 2011

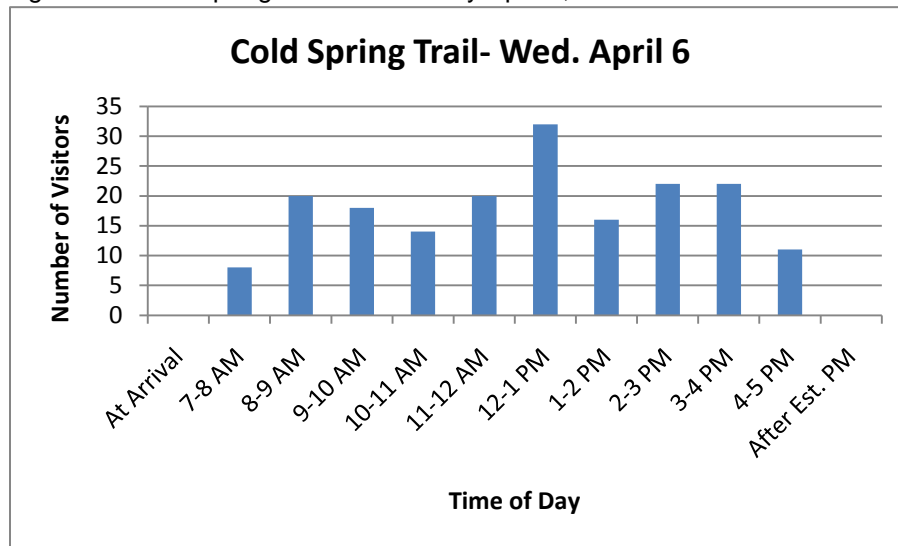


Figure 1b. Rattlesnake Trail Wednesday April 6, 2011

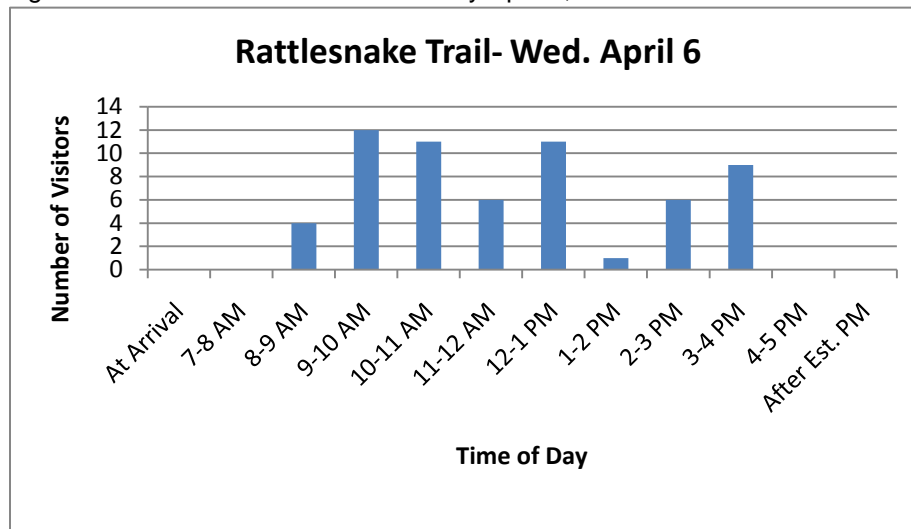


Figure 1c. Tunnel Trail Wednesday April 6, 2011

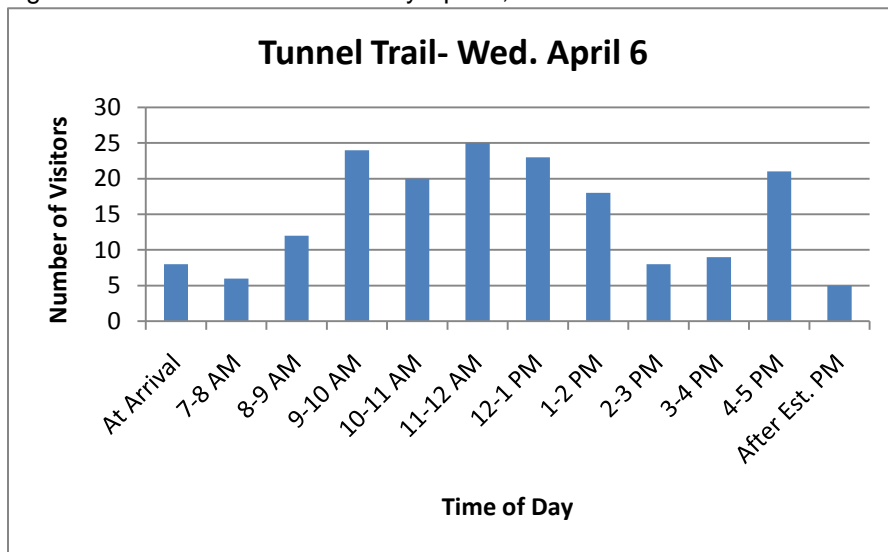


Figure 2a. Cold Spring Trail Saturday April 9, 2011

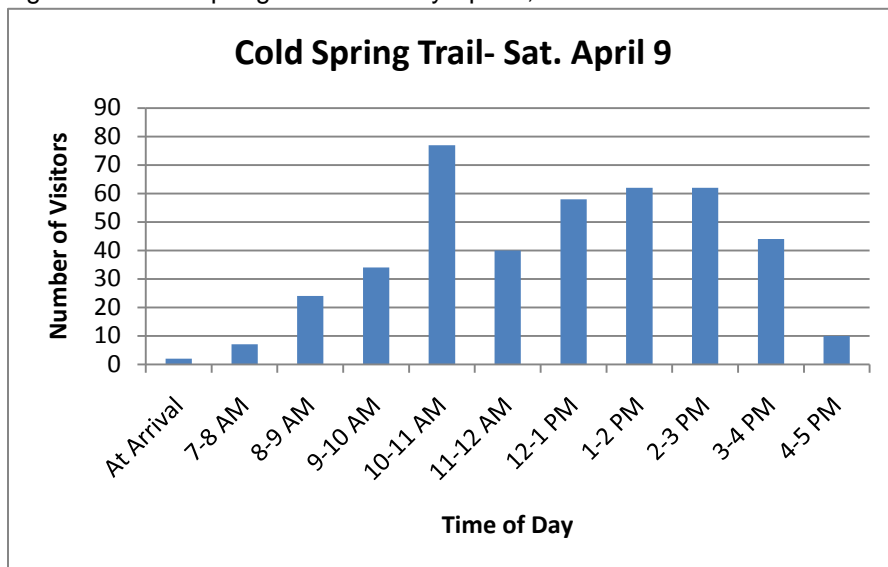


Figure 2b. Rattlesnake Trail Saturday April 9, 2011

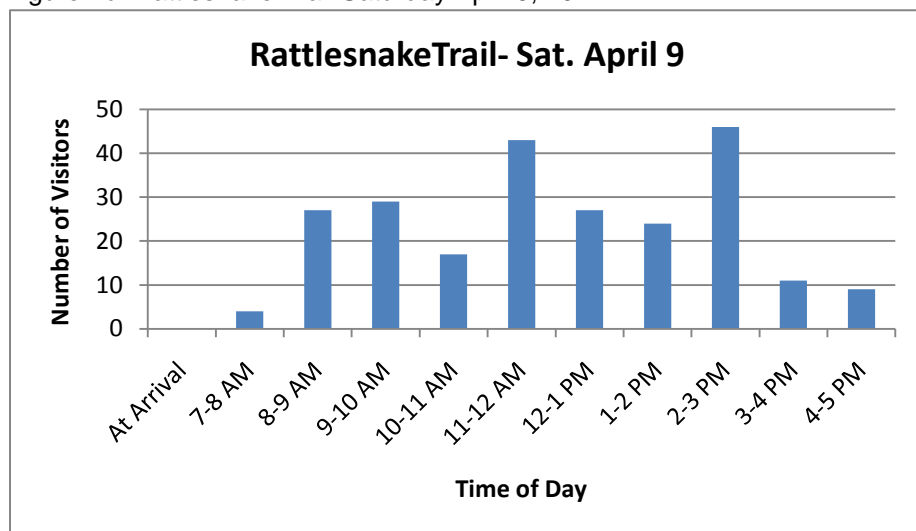
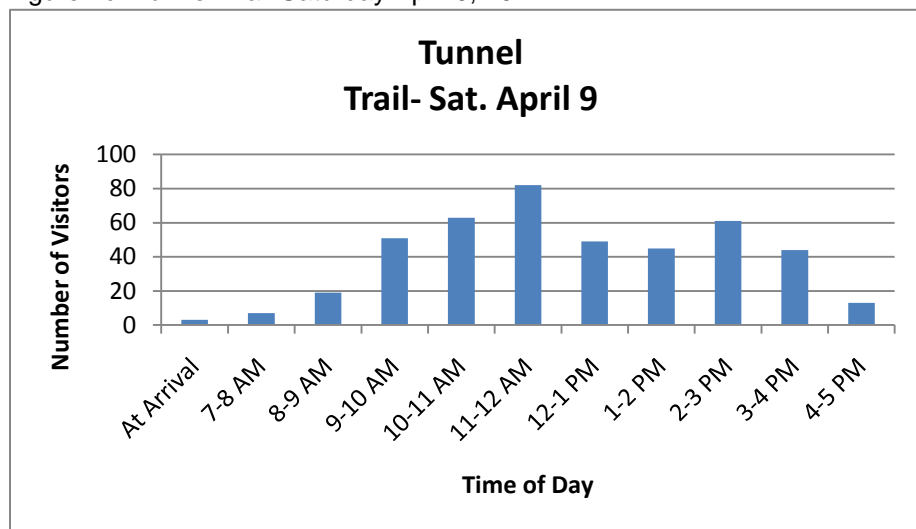


Figure 2c. Tunnel Trail Saturday April 9, 2011



On average, approximately three times more people use the trails on Saturday than on Wednesday. Approximately the same number of people used Cold Spring and Tunnel trail for the days surveyed, 608 and 610 respectively, while 301 people were counted at Rattlesnake trail. Bicycles were not expected at Rattlesnake trail since they are prohibited.

Questionnaire

Results of the questionnaire were tallied and analyzed using Microsoft excel. Questionnaires were given to all participants willing to answer. However, often times, only one questionnaire was answered for two or more people. Therefore, one questionnaire may actually represent a group of people's thoughts and answers.

Total Surveys and Response Rate

A total of 758 questionnaires were received and the breakdown per survey day is shown in Table. 2, *Number of Surveys*. Of the 758 questionnaires, 27% were from Cold Spring trail, 25% from Rattlesnake and 48% from Tunnel trail. The relatively low percentage of questionnaires received from Cold Spring and Rattlesnake trail may be due to the fact that these trails have multiple exit points.

Table 2. *Number of Surveys*

	Wed. April 6	Sat. April 9	Total	Percent
Cold Spring	63	139	202	27%
Rattlesnake	44	149	193	25%
Tunnel	111	252	363	48%
Total	218	540	758	100%

Table 3. *Response Rate*, estimates the percentage of those using the trail that completed the survey questionnaire. Across all trails, 50% of the trail users completed a survey. Although Rattlesnake trail saw the least number of visitors, it had the highest response rate of 65%. Conversely, Cold Spring trail counted the highest number of visitors yet only 33% completed the questionnaire. Sixty percent (60%) of trail users at Tunnel trail completed the survey.

Table 3. *Response Rate*

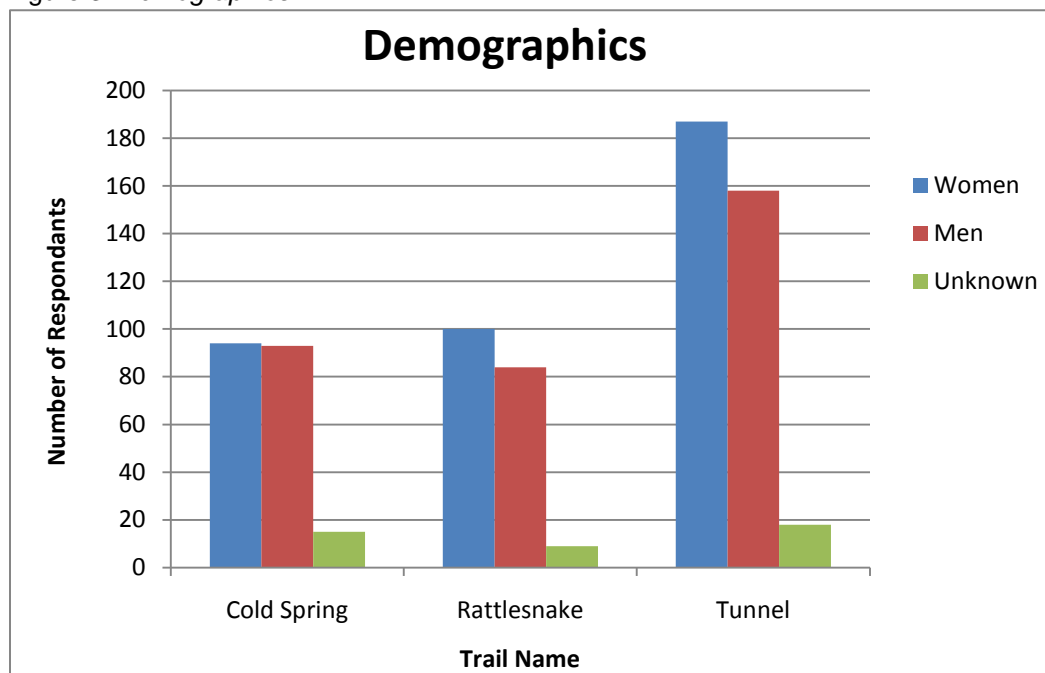
	Number of Trail Visitors	Number of Surveys	Response Rate
Cold Spring	608	202	33%
Rattlesnake	301	193	64%
Tunnel	610	363	60%
Total	1519	758	50%

Demographics

Demographics was analyzed and graphed in Figure 3., *Demographics*. There is no significant difference between the number of women and men using the front country trails during the study. Cold Spring trail had a near even split of 51% and 49%, women and men respectively. At both Rattlesnake and Tunnel trail 54% of the trail users were women and 46% men.

Forty-two (42) surveys did not answer gender. The majority of these include questionnaires taken by multi-gender families and groups. However, it is unclear why some respondents did not select a gender.

Figure 3. *Demographics*



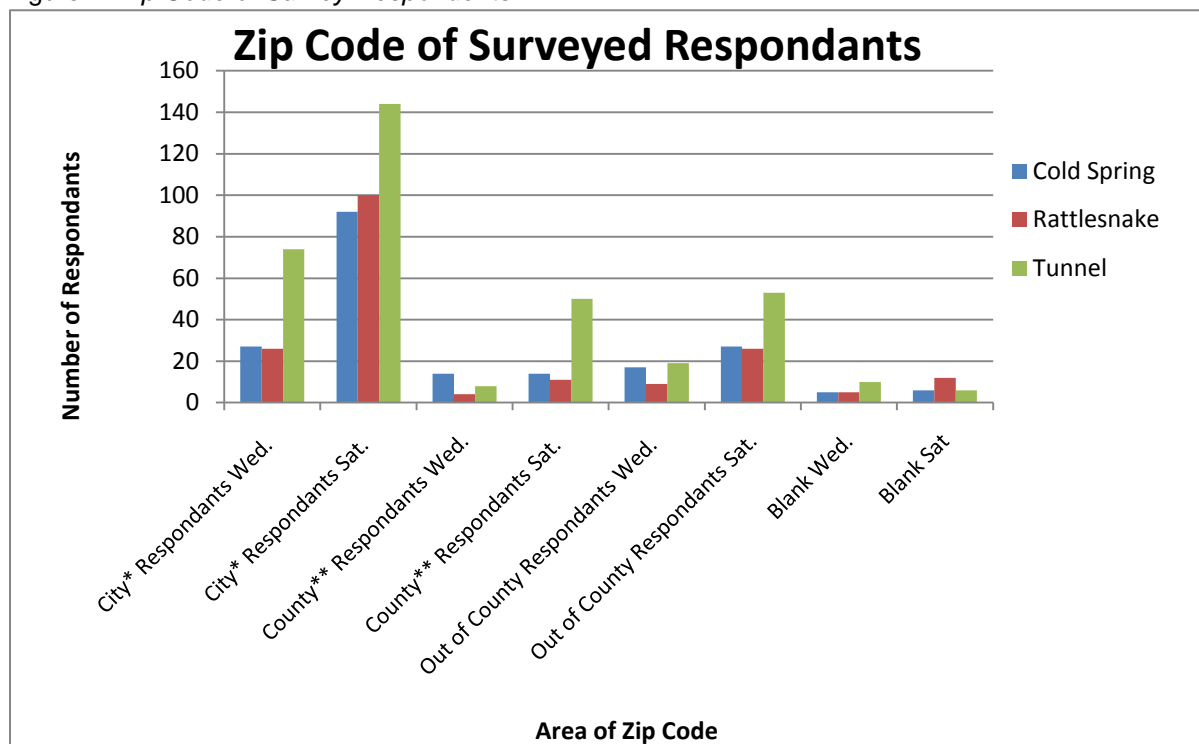
Zip Code

In order to further characterize the population of trail users, zip code was specified. Zip code was placed into three categories: within the City of Santa Barbara; within the County but outside of City limits; and outside the County. Zip codes were tallied for each survey day and graphed in Figure 4, *Zip Code of Survey Respondents*. Significantly more people with zip codes within the City of Santa Barbara use the front country trails when compared to County and out of County residents.

Post office designated zip codes do not always accurately reflect whether the residence is within City of Santa Barbara limits, therefore leading to slight inaccuracies in Figure 4. However, it can be assumed that the designated zip code is associated with urbanized areas in close proximity to the City of Santa Barbara and Goleta, and the urbanized south coast in general. To account for this, as well as understand the percent of local trail visitors, all zip codes within the City of Santa Barbara and County of Santa Barbara have been combined and compared to all out of town visitors in Table 4, *Percent of Local and Out of Town Trail Visitors*.

Forty-four (44) respondents did not provide their zip code and were not analyzed as part of Table 4. However, half of those (22) made notes or answered other questions suggesting that they are local.

Figure 4. *Zip Code of Survey Respondents*



*City of Santa Barbara zip codes include: 93101-93103, 93105-93111, 93120, 93121, 93130, 93140, 93150, 93160, 93190

**County zip codes exclude City of Santa Barbara but include: Buellton (93427), Carpinteria (93013), Casmalia (93429), Goleta (93116-93118, 93199), Guadalupe (93434), Lompoc (93436-93438), Los Alamos (93440), Los Olivos (93441), New Cayuma (93254), Santa Maria (93454-93458), Santa Ynez (93460), Solvang (93463, 93464), and Summerland (93067)

Table 4. *Percent of Local and Out of Town Trail Visitors*

	Number of Local Visitors	Number of Out of Town Visitors	Percent of Local Visitors	Percent of Out of Town Visitors
Cold Spring	147	44	77%	23%
Rattlesnake	141	35	80%	20%
Tunnel	267	72	79%	21%

Age Range

Age range for the respondents was tallied for each study area and graphed in Figures 5a, b and c. Age ranges were grouped into the following categories: 0-18, 18-24 yrs, 25-34 yrs, 35-44 yrs., 45-54 yrs, 55-64, 65-72 and older than 72. Figures 5a, b and c show a wide range of age groups visited the trail during the survey days. Table 5 shows the percent of visitors within an age class designation per trail.

Nearly 50% of the 202 visitors to Cold Spring trail are between the ages of 18-34. Another 40% are between the ages of 35-54. Of the 193 visitors to Rattlesnake trail, 71% are between the ages of 25-54. Forty-eight (48%) of the 363 visitors to Tunnel trail are 18-34 years of age and another 30% are between the ages of 35-54.

Figure 5a. Age Range of Respondents for Cold Spring Trail

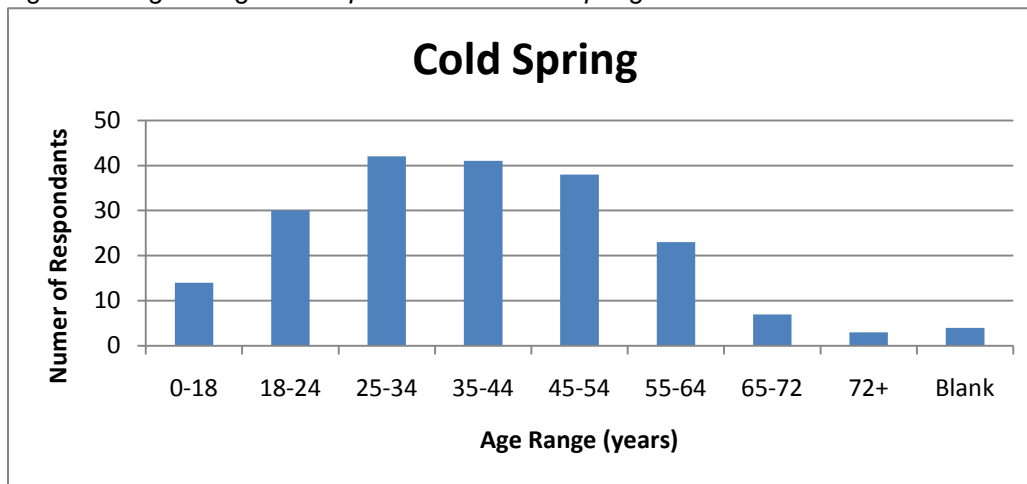


Figure 5b. Age Range of Respondents for Rattlesnake Trail

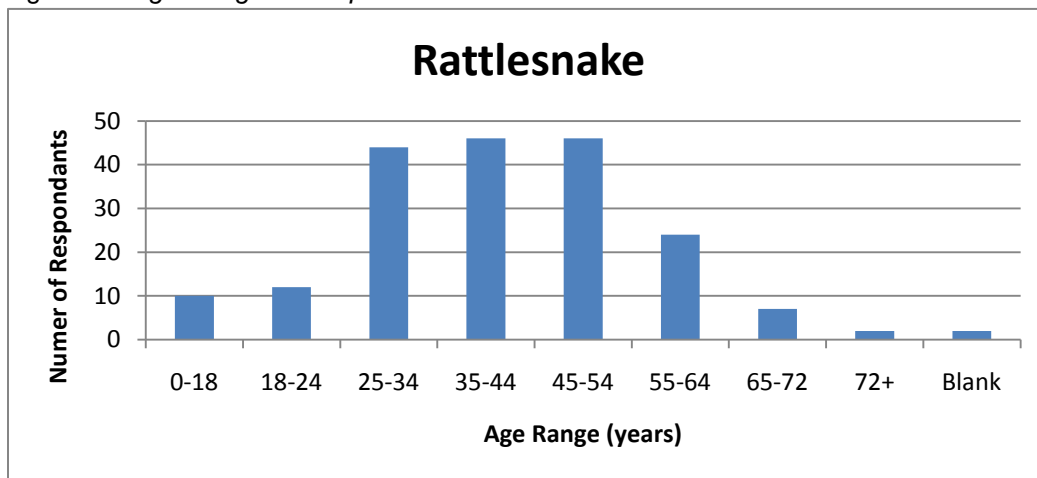


Figure 5c. Age Range of Respondents for Rattlesnake Trail

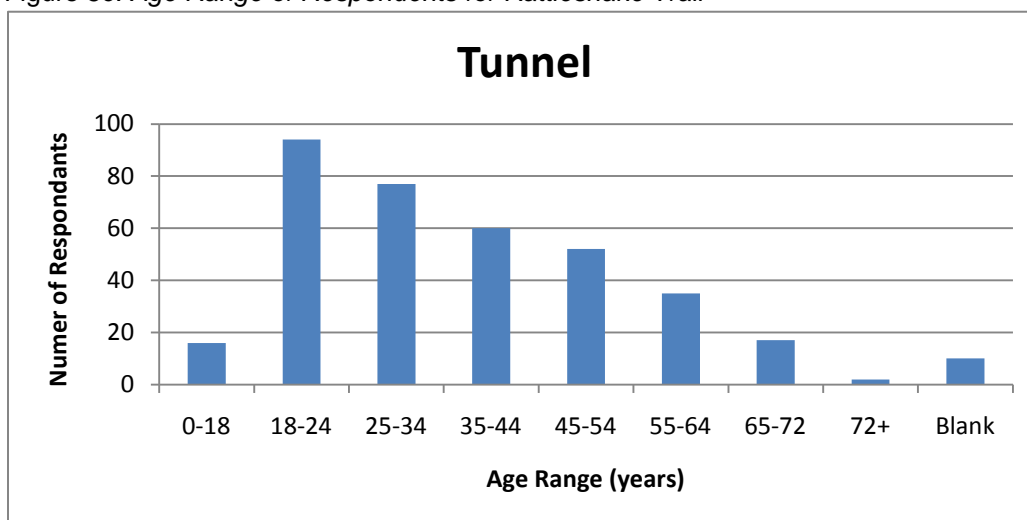


Table 5. Age Range as Percent of Trail Users

Percent out of 202 Visitors	0-18	18-24	25-34	35-44	45-54	55-64	65-72	72+	Blank
Cold Spring	7%	15%	21%	20%	19%	11%	3.5%	1.5%	2%

Percent out of 193 Visitors	0-18	18-24	25-34	35-44	45-54	55-64	65-72	72+	Blank
Rattlesnake	5%	6%	23%	24%	24%	12%	3.5%	1%	1%

Percent out of 363 Visitors	0-18	18-24	25-34	35-44	45-54	55-64	65-72	72+	Blank
Tunnel	4%	27%	21%	16.5%	14%	10%	5%	.5%	2.5%

Trail Activity

Figure 6 shows trail activity for all trails during the study, a breakdown of trail activity per trail follows (Figures 7a,b,c). Eighty-five percent (85%) of those surveyed were partaking in a footed activity, including: hiking, running, walking, and group and/or family hiking. Visitors with dogs accounted for 15% of the total. Four percent (4%) were biking, and less than 1% (2 respondents) were on horseback.

When asked what other activities visitors use the trail for, 662 respondents (87%) said they only use the trail for footed activities (including dog walking), 66 respondents (9%) said they use the trail for footed and biking, 7 respondents (<1%) said they use the trail for footed and horseback riding and 9 respondents (<1%) use the trails for biking only.

Figure 6. Trail Activity

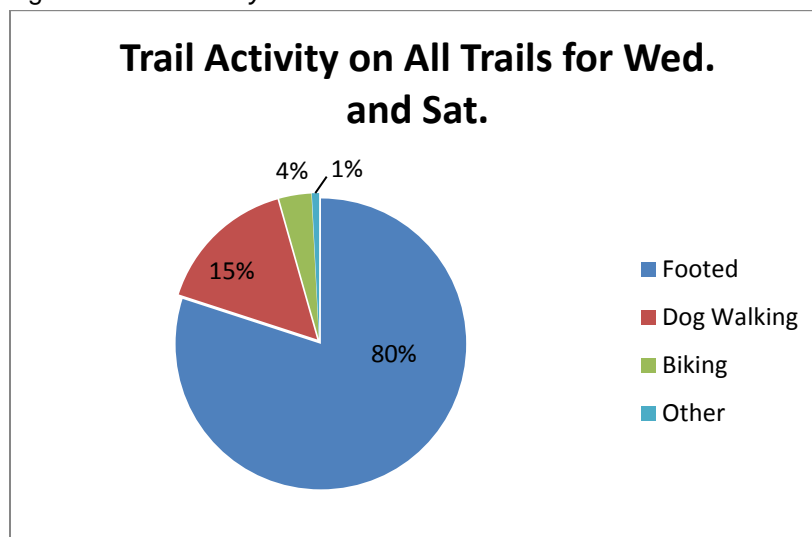


Figure 7a. Trail Activity for Cold Spring Trail

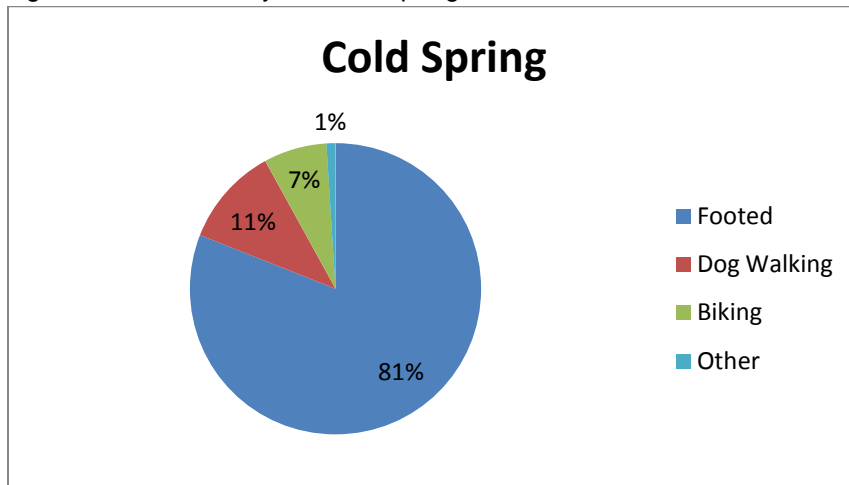


Figure 7b. Trail Activity for Rattlesnake Trail

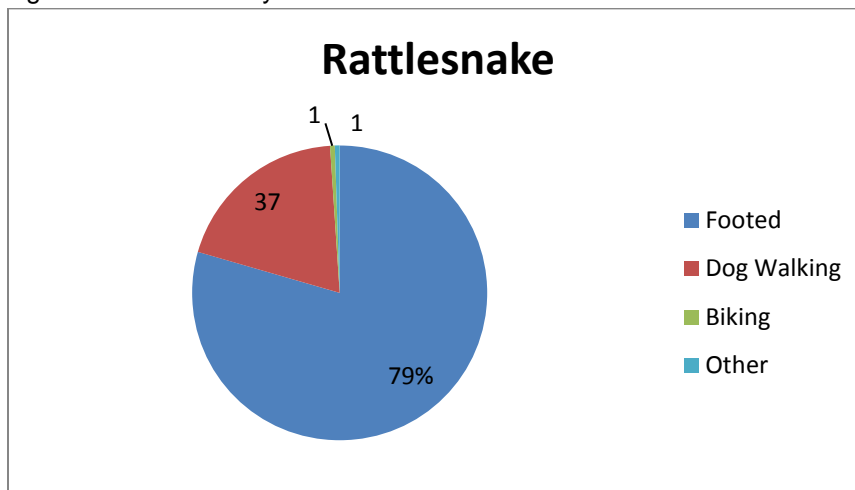
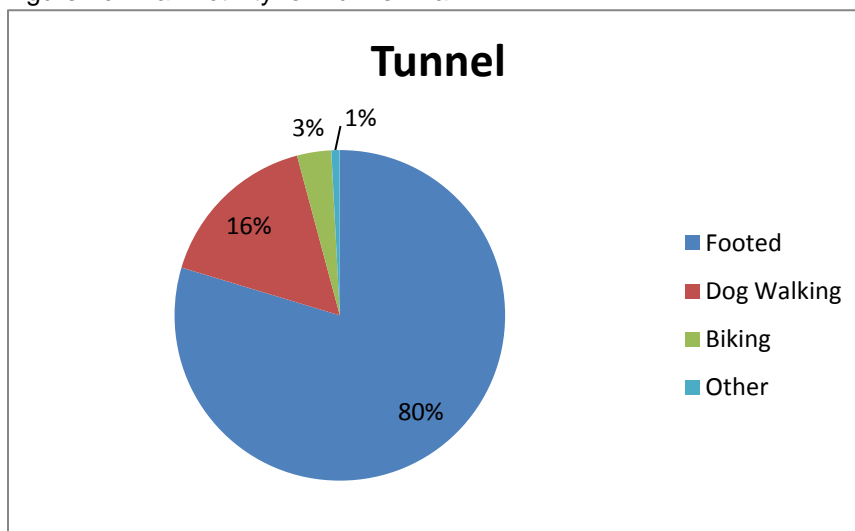


Figure 7c. Trail Activity for Tunnel Trail



Frequency of Use

The frequency of use of trails was analyzed and compared for each survey day (Specific Trail), as well as for all front country trails (Table 6a&b and Figure 8a&b). The frequency of trail use was categorized by first timers, daily, weekly, monthly, occasionally/other, and blank.

The breakdown is as follows:

- 21% of trail visitors classified themselves as first-time users to a specific trail, 39% of those use other trails on a more frequent basis;
- 77 respondents were first time users to both the specific trail and to all Santa Barbara front country trails and resided out of town;
- 7% classified themselves as daily trail users of a specific trail;
- 25% classified themselves as weekly trail users for a specific trail, yet 6% report visiting other Santa Barbara trails daily;
- 17% classified themselves as monthly trail users for a specific trail, however 53% of those reported using other Santa Barbara trails either weekly or daily.

Roughly 46%, (350 of the 758 surveyed) of the respondents visit the Santa Barbara front country trails at a frequency of weekly or greater.

Table 6a. *Frequency of Use of Specific Trail for both Survey Days*

	First Timer	Daily	Weekly	Monthly	Occasionally/ Other	Blank
Cold Spring	41	19	64	34	42	2
Rattlesnake	36	4	38	41	73	1
Tunnel	85	32	87	54	98	7
Total	162	55	189	129	213	10

Figure 8a. *Frequency of Use of Specific Trail*

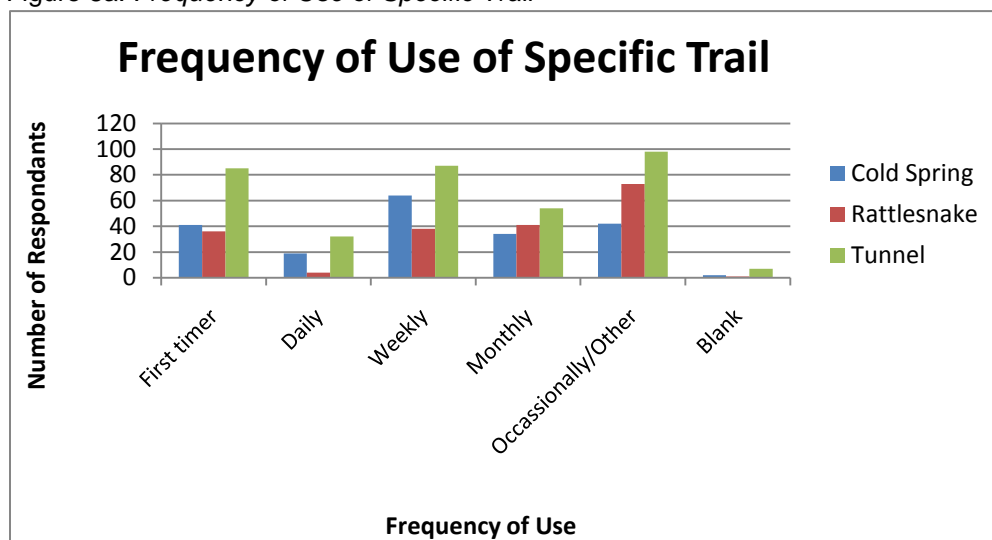
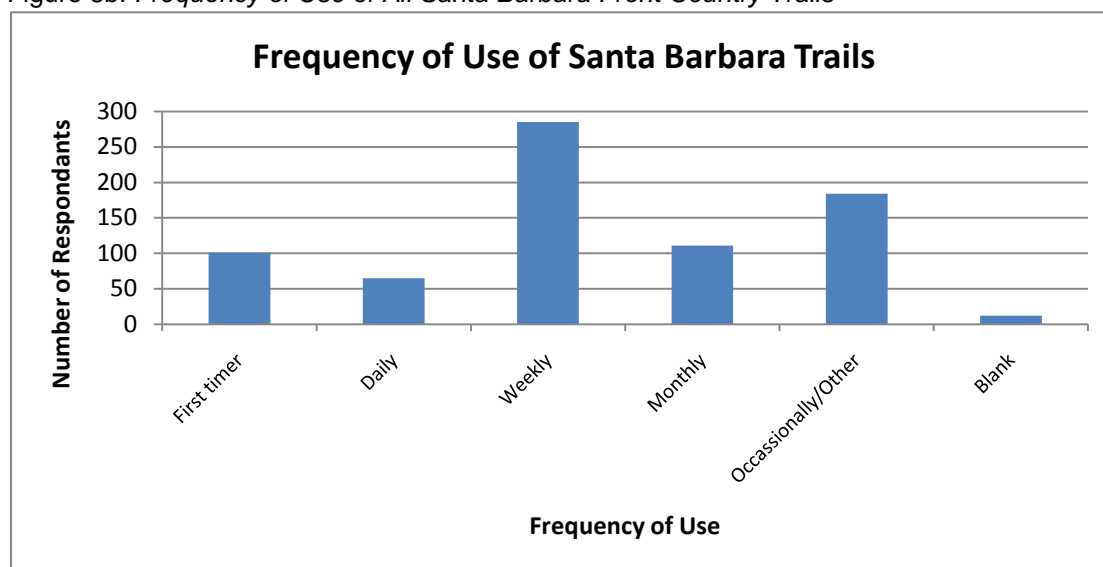


Table 6b. *Frequency of Use of All Santa Barbara Front Country Trails*

	First Timer	Daily	Weekly	Monthly	Occasionally/ Other	Blank
Cold Spring	21	24	79	30	46	2
Rattlesnake	24	11	83	29	44	2
Tunnel	56	30	123	52	94	8
Total	101	65	285	111	184	12

Figure 8b. *Frequency of Use of All Santa Barbara Front Country Trails*



Destination

Respondents were asked questions about their destination and categorized into the following: end of trail one way, end of trail and back, short walk/short walk to trail feature, trail feature, blank and other. Figures 9a,b,and c show the results per trail.

Roughly half of all trail users responded that a trail feature, including a waterfall, creek or view, was the destination. The second most common destination was to the end of the trail and back, followed by a short walk and/or a short walk to a trail feature. It is noted that the choice "end of trail" was never defined and may be interpreted differently depending on the trail and the individual. Further, field staff were not positioned at destination points.

It is unclear why some respondents left the destination as blank. Perhaps the choices provided did not match their particular trail destination. Those who selected "end of trail one way" were downhill mountain bikers and one runner.

Figure 9a. *Destination-Cold Spring Trail*

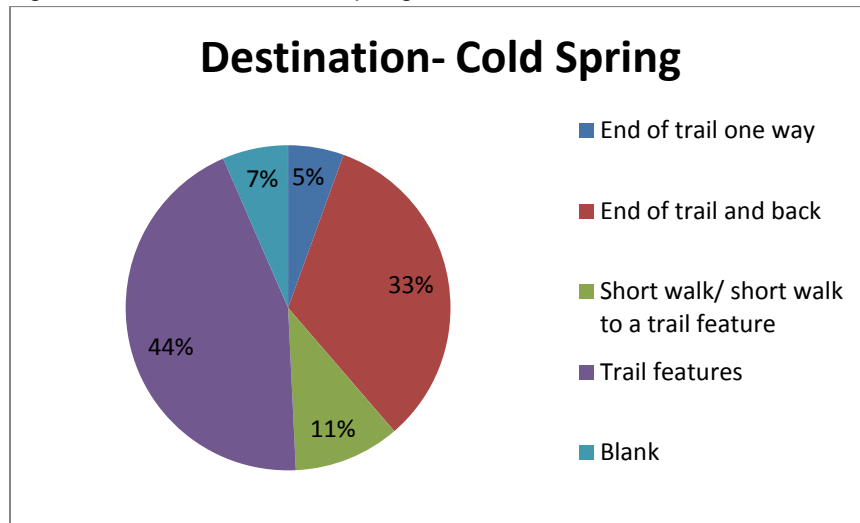


Figure 9b. *Destination- Rattlesnake Trail*

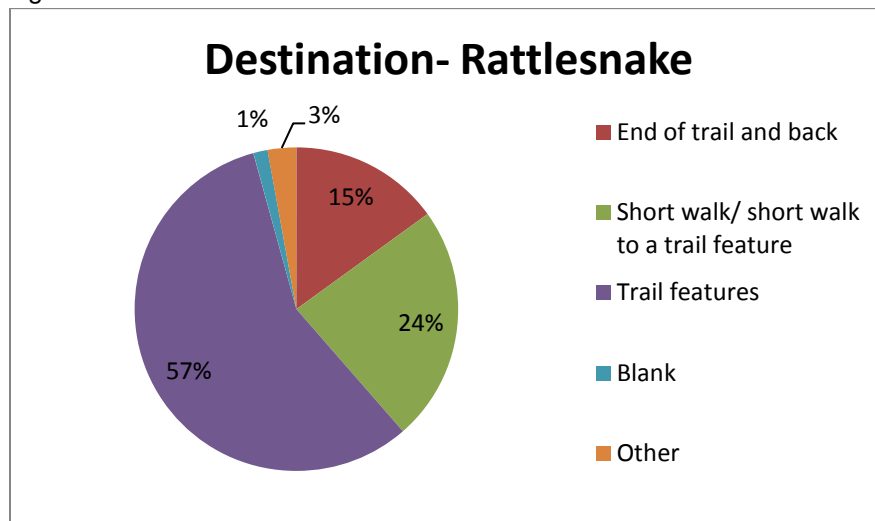
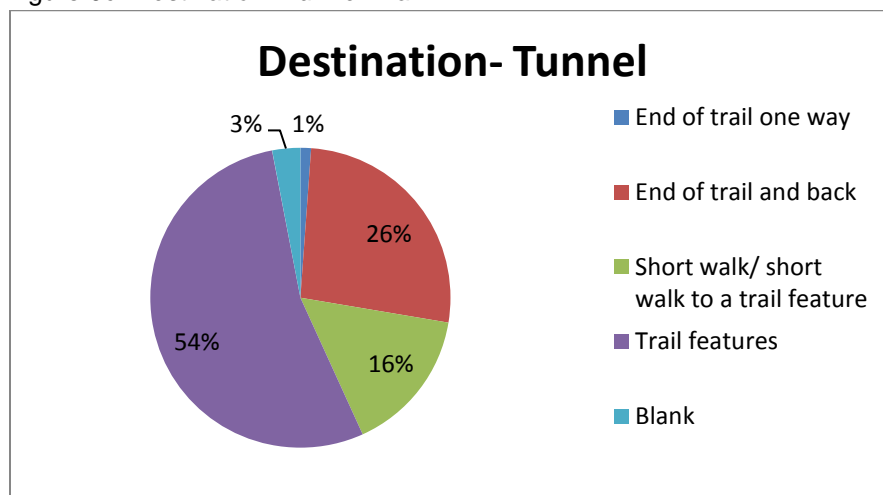


Figure 9c. *Destination- Tunnel Trail*



Trail Choice

Respondents were also asked why they chose the trail and were given the following options: close enough to walk, easy parking, special trail feature, challenging, solitude/nature, or other. More than one answer was often given. The four most common answers included special trail feature, solitude/nature, close enough to walk, and challenging.

Trail Experience

Finally, surveyed respondents were asked to rate their experience for the specific day of the survey, and in general (See Figures 10a, b and c below). A rating of 1 is poor and 5 is excellent. Eighty percent (80%) of all surveyed respondents rated their experience for the specific survey day (Experience Today) as excellent, 16% rated their experience at a level 4, 1% gave a level 3 rating, and 2 respondents gave a level 2 rating. None of those surveyed gave a level 1 rating and 18 surveys did not rate their experience.

When rating their experience in general, 507 respondents (67%) gave a level 5 rating, 121 respondents (16%) gave a 4 rating, and <1% responded at a level 3. No respondents chose a level 2 or 1 rating. One-hundred and fifteen (115) surveyors, or 15%, did not respond to this question. Twenty-nine (29) of those not responding identified themselves as either “first-timers”, “other”, or “blank” for frequency of use of front country trails, suggesting that their experience on other trails is limited or non-existent. Reasons why others did not respond to this question is unclear.

Seven (7) surveyors rated their experience “today” as 3 or less, but responded that in general their experience is greater than 3. This suggests that their experience for the day was less than their average experience. Alternately, one surveyor reported their experience as 4 or greater for that day, yet rate their general experience as less than 4. Some surveyors noted a poor experience due to overgrowth of vegetation and abundance of dog feces.

Figure 10a. *Experience for Wed. April 6*

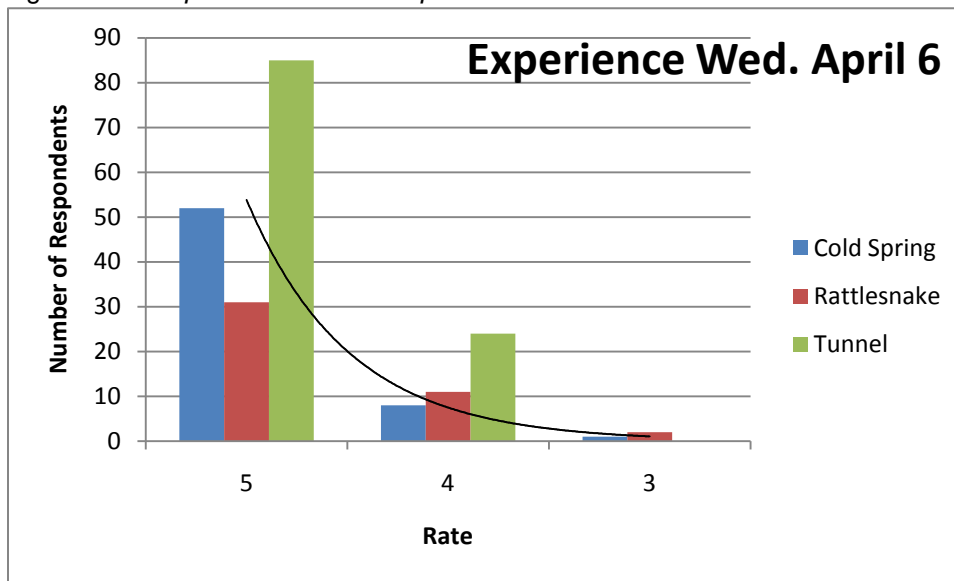


Figure 10b. *Experience Sat. April 9*

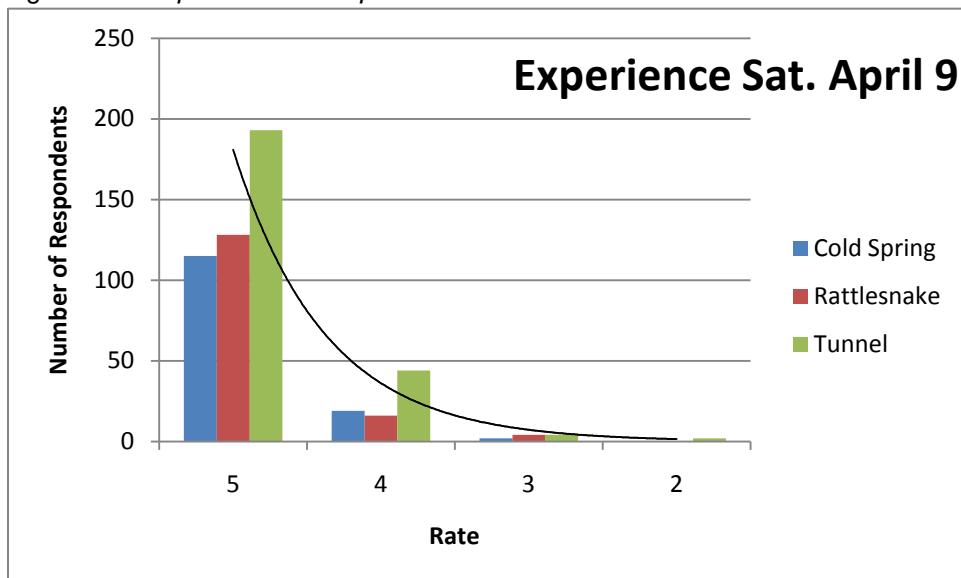
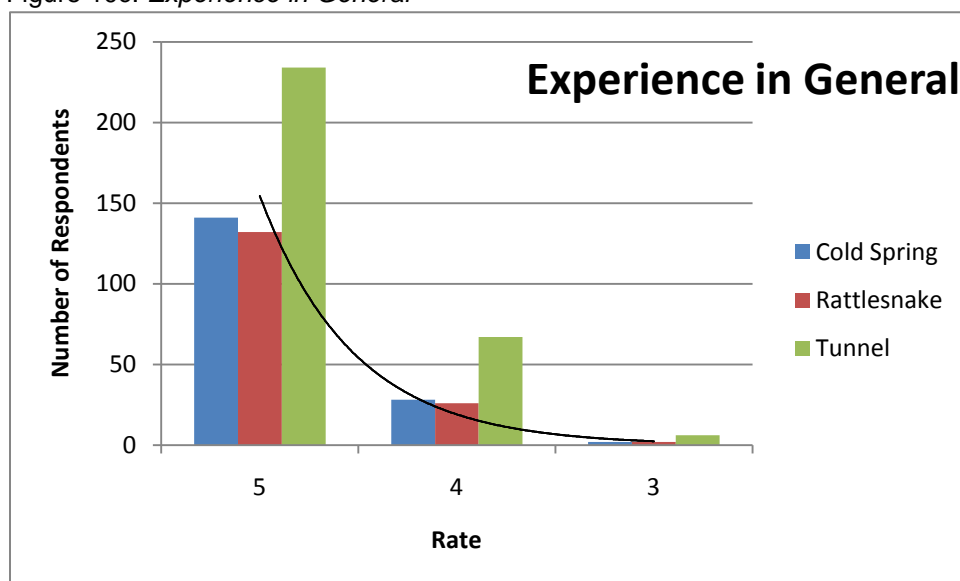


Figure 10c. *Experience in General*



Discussion

During the month of April 2011, preliminary baseline data was collected along three front country trails to gather information on trail users, their activity while on the trail, and their experience. Cold Spring, Rattlesnake and Tunnel trail were selected as the three study area sites.

General Characteristics of Trail Users and Their Experience

Results of the study suggests that the front country trails see consistent use by hundreds of visitors every week, primarily from locals, ie. Santa Barbara City and County residents. While most of the visitors are using the trail for hiking or other footed activities, others are using the trails for mountain biking, horseback riding, and to access rock climbing and swimming holes. A significant percent (approximately 14%) of trail users have a canine companion. There appears to be no difference in the gender of the visitors, however, the age range is primarily between 18 and 64 years. Cold Spring and Tunnel trail have a greater percentage of younger trail users in the 18-34 year age range. Further, 46% of the surveyed population is using the front country trails at a frequency of weekly or greater.

The vast majority of trail users define their overall experience in the front country wilderness as excellent or slightly less (rating of 4). Reasons for a given rating were often not expressed, except in a few cases where overgrowth of vegetation and excessive dog feces were noted.

Survey respondents overwhelmingly selected “trail feature” as the primary destination. Upon analyzing the notes, this usually included a water feature (such as a waterfall) or view; however it also included meadows, rock climbing spots, and swimming holes. However, destination points mark the locations of key destinations along the hiking routes, and were not defined in the questionnaire. Furthermore, field staff were not positioned at destination points during the study. Therefore, what constitutes the destination is ambiguous.

Additional Data Needs

This baseline data is an important first step in understanding the use of Santa Barbara's front country trails including, the demographics of the visitors, what activities they are engaging in and what their experience is like. Because it is the first study performed in recent years, it is hard to know whether an accurate representation of the trail user population has been captured and is therefore suggested that similar studies be conducted on other front country trails.

In order to improve the study the following suggestions are made:

1. Expand the trail count and survey to other front country trails

Include trails popular with mountain bikers, horseback riders and trail runners, such as, Romero, San Ysidro and Jesusita.

2. Define the trails and major destination points

Trails should be defined according to their entry and exit points, as well as any major destination points along the way. For example, during this study, staff was stationed at the end of Tunnel Road and recorded 610 visitors, 363 of which conducted a survey. However, the end of Tunnel Road leads to both the Tunnel and Jesusita trail heads, as well as the Edison Catway. Four (4) of the survey respondents noted they went to Inspiration Point (access is from Jesusita trail), 12 noted their destination as waterfalls and 5 said they wanted a quick 1 hour hike, suggesting they may not have taken Tunnel trail. Therefore, it is unclear exactly how many of the 610 visitors used Tunnel trail.

This information may be irrelevant when only analyzing visitors to front country trails, however, if trying to manage a particular resource because of a specific activity or volume of trail use, then this information would need to be clarified. Additionally, terms to define a destination such as "trail feature" and "end of trail" are ambiguous and can be interpreted individually.

3. Expand the study times of day and times of the year

This study conducted its survey from 7 A.M. to 5 P.M. and counters did mark the hour at which visitors arrived, as well as their activity. However, the study did not catch early and late trail users. Should another study be conducted, consideration for extending the survey times, daylight savings and seasonal fluctuations may more accurately represent all trail users.

Since there was a high willingness to complete the survey, additional questions could be added, such as:

4. Length of time visitors were on the trail
5. Number of people in the group and time of survey

As mentioned in the report, the number of people taking the survey is unknown and therefore may have skewed the results. Additionally, the time at which the survey was taken would improve analysis of demographics on a trail at a particular time.

6. How they heard about the trail
7. If they are familiar with any trail organizations

Moving Forward with the Information

The baseline data included here, and any future data collected, may help to assist the Forest Service, County and City, as well as the Front Country Trails Task Force and trails stakeholders in long-term trail use, maintenance, and management discussions, as well as be referenced for public education programs. The following list includes a few ways in which this information may be of use:

- Helping direct marketing and PR of public education programs;
- Prioritizing trail maintenance and resource protection;
- Facilitating discussions in public meetings with various trail users and interest groups; and
- Addressing trail management options.

Front Country Trails Questionnaire

Wednesday April 6, 2011

Saturday, April 9, 2011

What is your ZIP code?																							
How often do you use this trail?	<input type="checkbox"/> daily <input type="checkbox"/> weekly <input type="checkbox"/> monthly		<input type="checkbox"/> occasionally <input type="checkbox"/> first time <input type="checkbox"/> other, _____																				
How often do you use these Santa Barbara trails?	<input type="checkbox"/> daily <input type="checkbox"/> weekly <input type="checkbox"/> monthly		<input type="checkbox"/> occasionally <input type="checkbox"/> first time <input type="checkbox"/> other, _____																				
Why did you choose this trail?	<input type="checkbox"/> close enough to walk <input type="checkbox"/> easy parking <input type="checkbox"/> special trail feature		<input type="checkbox"/> challenging <input type="checkbox"/> solitude, nature <input type="checkbox"/> other _____																				
What were your trail activities today ?	<input type="checkbox"/> hiking <input type="checkbox"/> running <input type="checkbox"/> bicycling <input type="checkbox"/> bicycling downhill from top trail head		<input type="checkbox"/> horseback riding <input type="checkbox"/> dog walking <input type="checkbox"/> family walk <input type="checkbox"/> organized group hike <input type="checkbox"/> other, _____																				
What other activities do you use these trails for?	<input type="checkbox"/> hiking <input type="checkbox"/> running <input type="checkbox"/> bicycling <input type="checkbox"/> bicycling downhill from top trail head		<input type="checkbox"/> horseback riding <input type="checkbox"/> dog walking <input type="checkbox"/> family walk <input type="checkbox"/> organized group hike <input type="checkbox"/> other, _____																				
Today's destination:	<input type="checkbox"/> short walk <input type="checkbox"/> trail feature such as waterfall, creek, view		<input type="checkbox"/> end of trail and back <input type="checkbox"/> end of trail one way																				
Please rate your experience on this trail today, and any of these trails in general.	<table border="0"> <tr> <td></td> <td>poor</td> <td></td> <td></td> <td></td> <td>excellent</td> </tr> <tr> <td>Today</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>In General</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>						poor				excellent	Today	1	2	3	4	5	In General	1	2	3	4	5
	poor				excellent																		
Today	1	2	3	4	5																		
In General	1	2	3	4	5																		
Demographics	<input type="checkbox"/> Female <input type="checkbox"/> Male	<input type="checkbox"/> under 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44	<input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65-72 <input type="checkbox"/> over 72																				